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New Century Group Hong Kong Limited
新世紀集團香港有限公司*

(Incorporated in Bermuda with limited liability)

(Stock Code: 234)

POSITIVE PROFIT ALERT

This announcement is made by New Century Group Hong Kong Limited (the “Company” together with its subsidiaries, the “Group”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “Listing Rules”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “Board”) wishes to inform the shareholders of the Company (the “Shareholders”) and potential investors that based on information currently available to the Board and the preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 September 2023 (the “Period”), the Group is expected to record a profit attributable to owners of the Company at the range from approximately HK\$23 million to approximately HK\$27 million for the Period, as compared to a loss attributable to owners of the Company of approximately HK\$9 million for the corresponding period of last year. The expected turnaround from a loss to a profit was mainly attributable to the following factors:

- (i) a gain of approximately HK\$10 million on disposal of the discontinued operation of cruise ship charter services;
- (ii) a decrease in loss from the discontinued operation of cruise ship charter services by approximately HK\$11 million;
- (iii) a decrease in loss from securities trading business by approximately HK\$13 million;
- (iv) an increase in fair value gains on investment properties by approximately HK\$6 million;
and
- (v) an increase in bank interest income by approximately HK\$6 million.

** For identification purpose only*

The information contained in this announcement is based only on the Company's preliminary assessment of the unaudited consolidated management accounts of the Group for the Period, which have not been audited or reviewed by the auditor and the audit committee of the Company. The Company is in the process of finalising the unaudited interim results of the Group for the Period which are expected to be published by the end of November 2023.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
New Century Group Hong Kong Limited
Ng Wee Keat
Chairman

Hong Kong, 9 November 2023

As at the date of this announcement, the Board comprises Mr. Ng Wee Keat (Chairman), Ms. Sio Ion Kuan (Deputy Chairman), Ms. Ng Siew Lang, Linda (Chief Operating Officer), Ms. Lilian Ng, Ms. Chen Ka Chee, Mr. Yu Wai Man and Ms. Huang Si Teng as executive directors and Mr. Cheung Chun Kwok, Mr. Kwan Kai Kin, Kenneth, Mr. Ho Yau Ming and Mr. Wong Steve Cheuk Hung as independent non-executive directors.